

WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:

Smart Media Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314



Advertiser	Pat McCrory for Governor
Product	MCCRORY 8/13
Estimate Number	813819

Invoice #	115153-1
Invoice Date	08/26/12
Invoice Month	August 2012
Invoice Period	07/30/12 - 08/19/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	115153
Alt Order #	06218061
Deal #	
Order Flight	08/13/12 - 08/19/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	WRAL	Late News	11-1135p	•	•	•	•	•	<u>.</u>	•	
	3Q NON-W	INDOW CANDIDATE RATE									
					2 to 08/19/12	1x	1				
	WRAL			F	08/17/12	:30	11:26 PM	PM12-118TH	\$1,100.00)	1
2	WRAL	Price is Right	11a-12p								
	3Q NON-W	INDOW CANDIDATE RATE									
					2 to 08/19/12	1x	1				
	WRAL			F	08/17/12	:00			\$250.0 (9 Credited	1
3	WRAL	Noon News	12p-1p								
	3Q NON-W	INDOW CANDIDATE RATE									
					2 to 08/19/12	1x	1				
	WRAL			F	08/17/12	:30	12:13 PM	PM12-118TH	\$250.00)	1
4	WRAL	Young and the Restless	4-5p								
	3Q NON-W	INDOW CANDIDATE RATE									
					2 to 08/19/12	1x	1				
	WRAL			F	08/17/12	:30	3:59 PM	PM12-118TH	\$550.00)	1
5		WRAL 5am News	5am - 5:30a								
	3Q NON-W	INDOW CANDIDATE RATE									
					2 to 08/19/12	1x	1				
	WRAL			F	08/17/12	:30	5:23 AM	PM12-118TH	\$250.00)	1
6	WRAL	5:00 First News	5-530p								
	3Q NON-W	INDOW CANDIDATE RATE									
					2 to 08/19/12	1x	1		4050.00		
	WRAL			F	08/17/12	:30	5:28 PM	PM12-118TH	\$850.00)	1
7	WRAL	5:30 News	530-6p								
	3Q NON-W	INDOW CANDIDATE RATE									
					2 to 08/19/12	1x	1		4000		
	WRAL			F	08/17/12	:30	5:53 PM	PM12-118TH	\$900.00)	1
8	WRAL	6pm News (M-F)	6-630p								
	3Q NON-W	INDOW CANDIDATE RATE									

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08/13/12 to 08/19/12



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3Q NON-WINDOW CANDIDATE RATE



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Line	Channel Desc	cription	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
8	•		6-630p								
		W CANDIDATE RATE									
	WRAL			F	08/17/12	:30	6:15 PM	PM12-118TH	\$1,100.00		1
9		This Morning	7am - 9am								
	3Q NON-WINDO	W CANDIDATE RATE									
				08/13/12 to		1x	1				
	WRAL			F	08/17/12	:30	8:54 AM	PM12-118TH	\$300.00		1
10	WRAL Fri H		8-9p								
	3Q NON-WINDO	W CANDIDATE RATE					_				
	WDAI			08/13/12 to		1x	1		#1 000 00	0 - MO 10 0	
	WRAL Prime	Special 8-9pm	8-9pm	<i>F</i>	<i>08/17/12</i> 08/17/12	<i>:00</i> :30	8:43 PM	PM12-118TH	. ,	See MG 10.2 MG for 10.1 08/17	1 2
	Whal Fillie	Special 6-9pm	o-ahiii	3O NON-W				CHG TO CBS SPECIAL	φ1,200.00	WIG 101 10.1 06/17	2
11	WRAL Late	News	11-1135p	od Holl I			10 (12) 1 GW	0.10.10.000.0.201.12			
• •		W CANDIDATE RATE	оор								
	04.10.1.120			08/13/12 to	08/19/12	1x	1				
	WRAL			M	08/13/12	:30	11:33 PM	PM12-104TH	\$1,100.00		1
12	WRAL Price	e is Right	11a-12p								
		W CANDIDATE RATE	•								
				08/13/12 to	08/19/12	1x	1				
	WRAL			М	08/13/12	:30	10:59 AM	PM12-104TH	\$250.00		1
13	WRAL Noor	n News	12p-1p								
	3Q NON-WINDO	W CANDIDATE RATE									
				08/13/12 to		.,,	1				
	WRAL			М	08/13/12	:30	12:58 PM	PM12-104TH	\$250.00		1
14	WRAL Your	ng and the Restless	4-5p								
	3Q NON-WINDO	W CANDIDATE RATE									
				08/13/12 to		1x	1				
	WRAL			M	08/13/12	:30	3:59 PM	PM12-104TH	\$550.00		1
15	WRAL WRA	L 5am News	5am - 5:30a								



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Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
15	WRAL WRAL 5am News	5am - 5:30a		-		-		-		
	3Q NON-WINDOW CANDIDATE RATE									
				0 08/19/12	1x	1				
	WRAL		М	08/13/12	:30	4:59 AM	PM12-104TH	\$250.00)	1
16	WRAL 6pm News (M-F) 3Q NON-WINDOW CANDIDATE RATE	6-630p								
				0 08/19/12	1x	1				
	WRAL		M	08/13/12	:30	5:58 PM	PM12-104TH	\$1,100.00)	1
17	WRAL CBS This Morning 3Q NON-WINDOW CANDIDATE RATE	7am - 9am								
				0 08/19/12	1x	1				
	WRAL		M	08/13/12	:30	8:24 AM	PM12-104TH	\$300.00)	1
18	WRAL Sat Hour 3 3Q NON-WINDOW CANDIDATE RATE	10-11p								
				0 08/19/12	1x	1-				
	WRAL		Sa	08/18/12	:30	10:42 PM	PM12-118TH	\$1,400.00)	1
19	WRAL 6pm News (Sat) 3Q NON-WINDOW CANDIDATE RATE	6-630p								
				0 08/19/12	1x	1-				
	WRAL		Sa	08/18/12	:30	6:16 PM	PM12-118TH	\$300.00)	1
20	WRAL WRAL 6a News Sat 3Q NON-WINDOW CANDIDATE RATE	6-8a								
				0 08/19/12	1x	1-				
	WRAL		Sa	08/18/12	:30	6:10 AM	PM12-118TH	\$275.00)	1
21	WRAL CBS This Morning Saturday 3Q NON-WINDOW CANDIDATE RATE	8am - 10am								
				0 08/19/12	1x	1-				
	WRAL		Sa	08/18/12	:30	8:26 AM	PM12-118TH	\$300.00)	1
22	WRAL 6pm News (Sun) 3Q NON-WINDOW CANDIDATE RATE	6-630p								

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Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
22	WRAL 6pm News (Sun)	6-630p	•	•	•	•	•	•	•	
	3Q NON-WINDOW CANDIDATE RATE									
	WRAL		Su	08/19/12	:30	6:10 PM	PM12-118TH	\$225.00		1
23	WRAL 60 Minutes	7-8p								
	3Q NON-WINDOW CANDIDATE RATE									
	WDAL			2 to 08/19/12	1x	1	Du12 110-u	ф1 <u>Г</u> 00 00		
0.4	WRAL	7.0-	Su	08/19/12	:30	6:59 PM	PM12-118TH	\$1,500.00		I
24	WRAL WRAL Sun Morning News 30 NON-WINDOW CANDIDATE RATE	7-9a								
	3Q NON-WINDOW CANDIDATE RATE		09/12/1	2 to 08/19/12	2x	2				
	WRAL		Su	08/19/12	:30	7:16 AM	PM12-118TH	\$350.00		1
	WRAL		Su	08/19/12	:30	7:55 AM	PM12-118TH	\$350.00		2
25	WRAL CBS Sunday Morning	9-1030a						*		
	3Q NON-WINDOW CANDIDATE RATE									
				2 to 08/19/12	1x	1				
	WRAL		Su	08/19/12	:30	9:07 AM	PM12-118TH	\$525.00		1
26	WRAL Late News	11-1135p								
	3Q NON-WINDOW CANDIDATE RATE									
				2 to 08/19/12	1x	1		• · · · · ·		
	WRAL		Th	08/16/12	:30	11:33 PM	PM12-118TH	\$1,100.00		1
27	WRAL Price is Right	11a-12p								
	3Q NON-WINDOW CANDIDATE RATE		00/10/1			1				
	WRAL		08/13/13 Th	2 to 08/19/12 08/16/12	1x :30	1	PM12-118TH	Ф <u>О</u> ЕО ОО		
00		40 4	In	08/16/12	:30	10:59 AM	PM12-1181H	\$250.00		I
28	WRAL Noon News 3Q NON-WINDOW CANDIDATE RATE	12p-1p								
	3Q NON-WINDOW CANDIDATE RATE		09/12/1	2 to 08/19/12	1x	1				
	WRAL		Th	08/16/12	:30	12:54 PM	PM12-118TH	\$250.00	1	1
29	WRAL Young and the Restless	4-5p	•••	00/10/12	.00	12.041 W	THILL TIOTH	Ψ200.00		•
23	3Q NON-WINDOW CANDIDATE RATE	÷-oh								
	og non mison sample and		08/13/1	2 to 08/19/12	1x	1				
			30/10/11		17.					



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Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
29	WRAL Young and the Restless	4-5p	-	-		_				
	3Q NON-WINDOW CANDIDATE RATE									
	WRAL		Th	08/16/12	:30	3:59 PM	PM12-118TH	\$550.00		1
30	WRAL WRAL 5am News	5am - 5:30a								
	3Q NON-WINDOW CANDIDATE RATE									
				2 to 08/19/12	1x	1				
	WRAL		Th	08/16/12	:30	5:24 AM	PM12-118TH	\$250.00		1
31	WRAL 5:00 First News	5-530p								
	3Q NON-WINDOW CANDIDATE RATE		22/12/1			4				
	WDAL		08/13/12 Th	2 to 08/19/12	1x	1	12 110	Φ050.00		
	WRAL		ın	08/16/12	:30	5:13 PM	PM12-118TH	\$850.00		1
32	WRAL 6pm News (M-F)	6-630p								
	3Q NON-WINDOW CANDIDATE RATE		00/40/4	24- 00/40/40	4	1				
	WRAL		08/13/12 Th	2 to 08/19/12 08/16/12	1x :30	1 6:28 PM	PM12-118TH	\$1,100.00		
00		0.7-	111	06/16/12	.30	0.26 PIVI	PMIZ-IIO IH	\$1,100.00		ı
33	WRAL WRAL AM News 3Q NON-WINDOW CANDIDATE RATE	6-7a								
	3Q NON-WINDOW CANDIDATE RATE		00/12/1	2 to 08/19/12	1x	1				
	WRAL		Th	08/16/12	:30	6:58 AM	PM12-118TH	\$500.00		1
34	WRAL CBS This Morning	7am - 9am	111	00/10/12	.50	0.30 AW	FM1Z-110III	ψ500.00		'
34	3Q NON-WINDOW CANDIDATE RATE	raiii - Saiii								
	3Q NON-WINDOW GANDIDATE TIATE		08/13/1	2 to 08/19/12	1x	1				
	WRAL		Th	08/16/12	:30	8:37 AM	PM12-118TH	\$300.00		1
35	WRAL Thu Hour 2	9-10p	•••	00/10/12	.00	0.07 7		φοσο.σσ		•
55	3Q NON-WINDOW CANDIDATE RATE	3-10 p								
	OQ NON WINDOW OANDIDATETIATE		08/13/13	2 to 08/19/12	1x	1				
	WRAL		Th	08/16/12	:30	9:38 PM	PM12-118TH	\$3,800.00		1
36	WRAL Late News	11-1135p		30, . 0, . =	.00	0.00		ψο,σσσ.σσ		·
50	3Q NON-WINDOW CANDIDATE RATE	11-1100p								
	OCTION WINDOW OF THE PIATE		08/13/13	2 to 08/19/12	1x	-1				
	WRAL		Tu	08/14/12	:00	-		\$1.100.00	Credited	1
		Wo	warrant that the		ormation show	un on this invoice	was taken from the program	, ,		·



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
37	WRAL	Price is Right	11a-12p				-		-		
	3Q NON-W	INDOW CANDIDATE RATE									
				08/13/12 to		1x	-1				
	WRAL			Tu	08/14/12	:00			\$250.00	Credited	1
38		Noon News	12p-1p								
	3Q NON-W	INDOW CANDIDATE RATE									
				08/13/12 to		1x	-1				
	WRAL			Tu	08/14/12	:30	12:41 PM	PM12-104TH	\$250.00		1
39	WRAL 3Q NON-W	Young and the Restless INDOW CANDIDATE RATE	4-5p								
				08/13/12 to	08/19/12	1x	-1				
	WRAL			Tu	08/14/12	:30	4:30 PM	PM12-104TH	\$550.00		1
40	WRAL 3Q NON-W	WRAL 5am News INDOW CANDIDATE RATE	5am - 5:30a								
				08/13/12 to	08/19/12	1x	-1				
	WRAL			Tu	08/14/12	:30	5:09 AM	PM12-104TH	\$250.00		1
41	WRAL	6pm News (M-F)	6-630p								
	3Q NON-W	INDOW CANDIDATE RATE	•								
				08/13/12 to	08/19/12	1x	-1				
	WRAL			Tu	08/14/12	:30	6:22 PM	PM12-104TH	\$1,100.00		1
42	WRAL	WRAL AM News	6-7a								
	3Q NON-W	INDOW CANDIDATE RATE									
				08/13/12 to		1x	-1				
	WRAL			Tu	08/14/12	:30	5:58 AM	PM12-104TH	\$500.00		1
43		CBS This Morning INDOW CANDIDATE RATE	7am - 9am								
				08/13/12 to	08/19/12	1x	-1				
	WRAL			Tu	08/14/12	:30	8:22 AM	PM12-104TH	\$300.00	<u> </u>	1
44	WRAL 3Q NON-W	Tue Hour 1 INDOW CANDIDATE RATE	8-9p								



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Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
44	WRAL Tue Hour 1	8-9p	•	•	•	•	•	•		
	3Q NON-WINDOW CANDIDATE RATE									
	WRAL		Tu	08/14/12	:30	7:59 PM	PM12-104TH	\$1,500.00		1
45	WRAL Tue Hour 2	9-10p								
	3Q NON-WINDOW CANDIDATE RATE					_				
	NA/DAI		08/13/12 Tu	2 to 08/19/12	1x	-1		#4 500 00	0	
	WRAL	10.11	TU	08/14/12	:00			\$1,500.00	Credited	1
46	WRAL Wed Hour 3	10-11p								
	3Q NON-WINDOW CANDIDATE RATE		00/12/1	2 to 08/19/12	1x	1				
	WRAL		W	08/15/12	:00	1		\$1,800,00	Credited	1
47	WRAL Late News	11-1135p	••	00/13/12	.00			Ψ1,000.00	Orcanca	•
71	3Q NON-WINDOW CANDIDATE RATE	11-1133p								
	OQ NON WINDOW ONNDIDMETIME		08/13/13	2 to 08/19/12	1x	1				
	WRAL		W	08/15/12	:30	11:34 PM	PM12-118TH	\$1,100.00		1
48	WRAL Price is Right	11a-12p								
	3Q NON-WINDOW CANDIDATE RATE	•								
				2 to 08/19/12	1x	1				
	WRAL		W	08/15/12	:00			\$250.00	Credited	1
49	WRAL Noon News	12p-1p								
	3Q NON-WINDOW CANDIDATE RATE									
				2 to 08/19/12	1x	1				
	WRAL		W	08/15/12	:30	12:15 PM	PM12-118TH	\$250.00		1
50	WRAL Young and the Restless	4-5p								
	3Q NON-WINDOW CANDIDATE RATE		00/40/4	2+- 00/40/40	4	1				
	WRAL		W 08/13/12	2 to 08/19/12 08/15/12	1x :30	1 3:58 PM	PM12-118TH	\$550.00		
E4	WRAL WRAL 5am News	5am - 5:30a	vv	06/13/12	.30	3.30 FIVI	PMIZ-IIOIH	φ330.00		· ·
51	3Q NON-WINDOW CANDIDATE RATE	5am - 5:50a								
	3Q NON-WINDOW CANDIDATE RATE		08/13/1	2 to 08/19/12	1x	1				
	WRAL		W	08/15/12	:30	4:59 AM	РМ12-118ТН	\$250.00		
		We	warrant that the a				was taken from the program			·



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51	WRAL	WRAL 5am News	5am - 5:30a	_							
	3Q NON-W	INDOW CANDIDATE RATE									
52	WRAL	6pm News (M-F)	6-630p								
	3Q NON-W	INDOW CANDIDATE RATE									
				08/13/12 to	08/19/12	1x	1				
	WRAL			W	08/15/12	:30	6:29 PM	PM12-118TH	\$1,100.00		1
53		CBS This Morning INDOW CANDIDATE RATE	7am - 9am								
	JQ IVOIV VV	INDOW GANDIDATE TIATE		08/13/12 to	08/19/12	1x	1				
	WRAL			W	08/15/12	:30	8:29 AM	PM12-118TH	\$300.00		1
		<u>Ai</u>	red Spots	48							

Gross Total \$32,475.00

Agency Commission \$4,871.25

Payment Terms 30 Days **Net Amount Due** \$27,603.75